\$22,260.00

\$22,260.00

60

60

\$18,921.00

\$18,921.00

0.00

0.00

## **ORDER**

**Orders** Order / Rev: 50796 Alt Order #: Product Desc: ESTIMATE 11636 KTVX-TV Estimate: 11636 Flight Dates: 10/15/12 - 10/21/12 Primary AE: Office Accounts Sales Office: Original Date / Rev: 08/21/12 / 08/21/12 SLC Order Type: **GENERAL** Sales Region: Local Agency Name: Media Strategies & Research **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1580 Lincoln Street Billing Cycle: EOM/EOC Denver, CO 80203 Agency Commission: 15% Advertiser Matheson for Congress 2012 Name: Demographic: ΗН New Business Thru: **Product Codes: US Congress** Order Separation: 00:15:00 P-3 Priority: Advertiser External ID: Agency External ID: Revenue Codes: AGY, POL-CAND, GEN **Bill Plan Totals** Start Date End Date # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount Rating

October 2012

Totals

## Account Executives

10/01/12

10/21/12

60

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Office Accounts   |              |              | Start Of Order - End Of Order | 100%    |

\$18,921.00

\$22,260.00

| Ln   | Ch   | Start    | End      | Inventory Code                         | Break | Start/End Ti | me Days | Len Sp | ots | Rate Pri     | Rtg Type | Spots | Amount     |
|------|------|----------|----------|--|-------|--------------|---------|--------|-----|--------------|----------|-------|------------|
| N 1  | KTVX | 10/15/12 | 10/21/12 | M-F 6a-630a GMU<br>M-F 6a-630a GMU     | CM    | 6a-630a      | 11111   | :30    | 5   | \$95.00P-3   | 0.00 NM  | 5     | \$475.00   |
| N 2  | KTVX | 10/15/12 | 10/21/12 | M-F 630a-7a GMU<br>M-F 630a-7a GMU     | СМ    | 630a-7a      | 11111   | :30    | 5   | \$130.00P-3  | 0.00 NM  | 5     | \$650.00   |
| N 3  | KTVX | 10/15/12 | 10/21/12 | Good Morning America<br>GMA 7a-9a      | CM    | 7a-9a        | 11111   | :30    | 5   | \$200.00P-3  | 0.00 NM  | 5     | \$1,000.00 |
| N 4  | KTVX | 10/17/12 | 10/17/12 | M-F 9a-10a<br>M-F 9a-10a               | CM    | 9a-10a       | 1       | :30    | 1   | \$125.00P-3  | 0.00 NM  | 1     | \$125.00   |
| N 5  | KTVX | 10/19/12 | 10/19/12 | Good Things Utah<br>GTU 10a-11a        | CM    | 10a-11a      | 1       | :30    | 1   | \$175.00P-3  | 0.00 NM  | 1     | \$175.00   |
| N 6  | KTVX | 10/16/12 | 10/16/12 | M-F 11a-12p<br>M-F 11a-12p             | СМ    | 11a-12p      | -1      | :30    | 1   | \$150.00P-3  | 0.00 NM  | 1     | \$150.00   |
| N 7  | KTVX | 10/19/12 | 10/19/12 | M-F 2p-3p<br>M-F 2p-3p                 | СМ    | 2p-3p        | 1       | :30    | 1   | \$100.00P-3  | 0.00 NM  | 1     | \$100.00   |
| N 8  | KTVX | 10/15/12 | 10/18/12 | M-F 3p-4p<br>M-F 3p-4p                 | СМ    | 3p-4p        | 1111    | :30    | 4   | \$250.00P-3  | 0.00 NM  | 4     | \$1,000.00 |
| N 9  | KTVX | 10/15/12 | 10/21/12 | ABC4 News at 4p<br>ABC4 News at 4p     | СМ    | 4p-430p      | 11111   | :30    | 5   | \$250.00P-2  | 0.00 NM  | 5     | \$1,250.00 |
| N 10 | KTVX | 10/15/12 | 10/21/12 | ABC4 News at 430p<br>ABC4 News at 430p | СМ    | 430p-5p      | 11111   | :30    | 5   | \$250.00P-2  | 0.00 NM  | 5     | \$1,250.00 |
| N11  | KTVX | 10/15/12 | 10/21/12 | ABC4 News at 5p<br>ABC4 News at 5p     | CM    | 5p-530p      | 21121   | :30    | 7   | \$250.00 P-2 | 0.00 NM  | 7     | \$1,750.00 |

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Totals

60

\$22,260.00

Order / Rev: 50796 Advertiser: Matheson for Congress 2012

Alt Order #: Product Desc: ESTIMATE 11636 KTVX-TV

Flight Dates: 10/15/12 - 10/21/12 Estimate: 11636

| Ln   | Ch   | Start    | End      | Inventory Code                           | Break | Start/End Time                       | Days  | Len | Spots | Rate Pri      | Rtg Type | Spots | Amount     |
|------|------|----------|----------|--|-------|--------------------------------------|-------|-----|-------|---------------|----------|-------|------------|
| N 12 | KTVX | 10/15/12 | 10/21/12 | ABC4 News at 6p<br>ABC4 News at 6p       | CM    | 6p-630p                              | 11111 | :30 | 5     | \$300.00P-2   | 0.00 NM  | 5     | \$1,500.00 |
| N 13 | KTVX | 10/20/12 | 10/20/12 | Sat ABC4 News @ 5p<br>Sat ABC4 News @ 5p | СМ    | 5p-530p                              | 1-    | :30 | 1     | \$175.00P-3   | 0.00 NM  | 1     | \$175.00   |
| N 14 | KTVX | 10/21/12 | 10/21/12 | SUN ABC4 News @ 5p<br>SUN ABC4 News @ 5p |       | 5p-530p                              | 1     | :30 | 1     | \$175.00P-3   | 0.00 NM  | 1     | \$175.00   |
| N 15 | KTVX | 10/16/12 | 10/16/12 | M-F 630p-7p<br>M-F 630-7p                | СМ    | 630-7p                               | -1    | :30 | 1     | \$400.00P-3   | 0.00 NM  | 1     | \$400.00   |
| N 16 | KTVX | 10/15/12 | 10/15/12 | Mon Spec<br>Mon 7p-10p                   | CM    | 7:00 PM-8:30 PM<br>(7:00 PM-8:30 PM) |       | :30 | 1     | \$5,000.00P-2 | 0.00 NM  | 1     | \$5,000.00 |
| N 17 | KTVX | 10/18/12 | 10/18/12 | Thu Reg 2<br>Grey's Anatomy 8-9p         | CM    | 8p-9p                                | 1     | :30 | 1     | \$2,500.00P-3 | 0.00 NM  | 1     | \$2,500.00 |
| N 18 | KTVX | 10/15/12 | 10/21/12 | ABC4 News at 10pm M<br>M-F 10p-1036p     | -EM   | 10p-1036p                            | 11121 | :30 | 6     | \$550.00P-2   | 0.00 NM  | 6     | \$3,300.00 |
| N 19 | KTVX | 10/20/12 | 10/20/12 | ABC4 News at 10pm Sa<br>Sa 10p-1030p     | аСМ   | 10p-1030p                            | 1-    | :30 | 1     | \$325.00P-3   | 0.00 NM  | 1     | \$325.00   |
| N 20 | KTVX | 10/20/12 | 10/21/12 | ABC4 News at 10pm Si<br>Su 10p-1030p     | uCM   | 10p-1030p                            | 1     | :30 | 1     | \$500.00P-3   | 0.00 NM  | 1     | \$500.00   |
| N21  | KTVX | 10/17/12 | 10/17/12 | Nightline<br>M-F 1036p-1103p             | CM    | 1036p-1103p                          | 1     | :30 | 1     | \$285.00P-3   | 0.00 NM  | 1     | \$285.00   |
| N22  | KTVX | 10/19/12 | 10/19/12 | M-F 11p-1130p<br>M-F 1103p-1133p         | CM    | 1103p-1133p                          | 1     | :30 | 1     | \$175.00P-2   | 0.00 NM  | 1     | \$175.00   |